

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

T2, 2017/ 2018

**BEN7134 – ENTREPRENEURSHIP**  
(MBA Full Time)

7 FEBRUARY 2018  
9.00 a.m – 12.00 p.m  
(3 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE (3)** pages (including the cover page).
2. Answer ALL questions in the Answer Booklet provided.

**QUESTION 1 [25 marks]**

Last Saturday you went to a school reunion. One of your old friends, Andy Saito, found out that you operate a very successful mobile home-care for the elderly business. He was so excited to meet you to share his business idea. Andy is a physical therapist. He is thinking of starting a business providing in-home therapy services for people who are suffering from sports-related injuries. He is currently staying in Klang but is planning to open his business in Cyberjaya. He is not sure if Cyberjaya is large enough to support his proposed business or if people would pay a premium to receive treatment in their homes for their sports-related injuries.

**Required:**

Give suggestions to Andy about secondary and primary research he might conduct to learn more about the potential target market for his proposed business.

(25 marks)

**QUESTION 2 [25 marks]**

Sonia Mazhan is considering starting a business in the home health care services for the elderly. When asked by a potential investor if she had studied the industry, Linda replied, "With the aging of the population and the fact that people are living longer than ever, the home health care services industry is so full of potential it doesn't require formal analysis."

**Required:**

Advise Sonia some of the steps she should take. Explain to her:

- a. the purpose of industry analysis and why is it important for a new firm to analyze the industry in which it may choose to compete.

(10 marks)

- b. the five forces that determine an industry's profitability.

(15 marks)

**QUESTION 3 [25marks]**

Billy Ray has opted for an early retirement from his present job. He decided that he has a better chance of making more money from doing a business instead. So he decided to start a small business consulting service in Seremban.

**Continued...**

**Required:**

- a. Advise Billy how he should approach the following topics: market segmentation, selecting a target market, and developing a positioning strategy. (15 marks)
- b. Billy is aware that as a new company he has to put in considerable effort to make people know about his business. He decides that the best option for him to use the guerilla marketing. Why is guerrilla marketing particularly suitable for entrepreneurial firms? (10 marks)

**QUESTION 4 [25 marks]**

The following two different scenarios describes a typical reaction by entrepreneurs when faced by the challenges of growth:

- a. Karim Said just succeeded his father as the CEO of a consumer products firm in Iskandar City, Johor. Prior to returning to the family business, Kyle had spent 11 years at Procter & Gamble in Penang. Karim's dad built a solid company, but over the past five years, its growth was flat. Karim wants to grow the company, but at the same time doesn't want to disturb its healthy culture or overshoot its ability to manage its growth. Karim's question to you is "How do I manage this careful balance?"

What would you tell him?

(10 marks)

- b. Sarah Aimi lives in Ipoh, where she has owned a graphics design company for three years. She spends 12 hours a day at work micromanaging every aspect of her business, yet she still can't get the business to grow.

By applying your knowledge on challenges of growth, what actions would you tell Sarah she needs to take in order for her business to move from the early growth stage to the continuous growth stage of its organizational life cycle?

(15 marks)

**End of Paper**